

Helping New Jersey Small Businesses Leverage the Benefits of Broadband

Are you Using the Internet to Compete and Grow?

New Jersey's small businesses are key to the state's well-being and account for a significant share of the state's economy. In continuing to find ways to grow, small businesses realize that they need to use the Internet and mobile technologies to grow and stay competitive. The Internet is a significant enabler to growth in the digital economy and provides considerable opportunities for small businesses to drive innovation, growth and profitability. However, there is still a large percentage of small businesses in the U.S. that are not leveraging available internet technologies to gain competitive advantage.

The State of New Jersey's State Broadband Initiative would like to better understand how you are using the Internet and what challenges may be getting in the way of adoption.

What are Your Top Challenges in Leveraging the Internet?

The following reasons are some of the most common challenges that are causing small businesses to leave valuable benefits unrealized:

- ✓ awareness of the benefits
- ✓ basic understanding of the Internet
- ✓ time and resources
- ✓ budget and funds
- ✓ understanding of how to select and use the solutions and tools

The first step in overcoming a challenge is always identifying the problem, determining alternative solutions and then defining the value in pursuing the solution.

How We Can Help

The State is launching a campaign, *Raising the B.A.R.* (Broadband Adoption Rate), to gain deeper insights into the broadband adoption with Small Businesses in New Jersey, and to identify the barriers preventing New Jersey small businesses from leveraging valuable competitive benefits.

By gaining this market intelligence on New Jersey's small businesses, the State can:

- Help small businesses self-assess their situation and identify their Internet usage needs
- Compare small business communities to determine the need for different levels of support
- Recommend solutions, opportunities and training based on identified needs
- Collaborate with other State and private initiatives, Chambers of Commerce and Small Business Associations to recommend solutions for helping small businesses use tools and strategies to compete in a digital economy
- Determine what existing programs and potential funding opportunities may be available to help New Jersey's small business community grow!

ConnectingNJ has developed a small business survey to assess the broadband adoption landscape for small businesses.



Take The Survey and find out...

- ✓ *how you rate*
- ✓ *what you need*
- ✓ *and how we can help you compete and grow in the digital economy!*

About the State Broadband Initiative

Broadband has become an essential tool for today's digital age. It continues to unleash the power of our global communications and online platforms to form a foundation for significant growth opportunities locally and globally.

Broadband, otherwise known as high-speed Internet access, is a communications technology that transmits at a minimum speed of 4 megabits per second (Mbps). As internet technologies evolve and become more sophisticated, the minimum speed and capacity of the connection will need to continually increase to be considered broadband.

In 2010, the Federal Communications Commission (FCC) unveiled a National Broadband Plan (NBP) that details how an investment in broadband today will position the United States to be a global leader. Currently, the United States lags behind many countries in speed and adoption of broadband technologies, however through this plan; each State has the opportunity to identify broadband usage, barriers and needs so it can facilitate the integration of broadband into state and local economies.

New Jersey applied for the grant under the State Broadband Initiative (SBI), and was awarded \$4.9 million in ARRA (American Recovery & Reinvestment Act of 2009) federal funds in 2010 from the Department of Commerce's National Telecommunications and Information Administration (NTIA).

As a next step, NJOIT is forming a Broadband Advisory Cooperative to gain insight and collaborate on ways to increase broadband adoption in the State. We encourage your participation and involvement.

The grant was awarded under the following three projects:

❶ The first project includes building and maintaining the State Broadband Map for a period of four years by collecting data on availability and speeds from the broadband service providers across the State.

Furthermore, an additional effort is underway to collect data from the community anchor institutions identifying their names, locations and broadband speeds. This will provide the State with a complete picture of its broadband coverage.

❷ The second project, which was recently started in July 2012, includes an outreach and assessment effort to gain insight into the State's broadband usage and adoption within three initial target sectors, namely workforce development, small business and education. As a result of the outreach and analysis effort, the goal is to identify how each sector is using broadband and what the adoption barriers and needs are within each sector.

❸ The third project includes recommending and providing technical assistance, training and resources to help fulfill certain gaps identified.

This program is important to the State and to the different sectors because the gaps identified may be fulfilled through technical assistance programs and potential funding opportunities. It could also have a substantial impact on business growth in the state.

Get Involved With Our Program

Contact Us:

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